

CHAPTER 1. INTRODUCTION

1.1 Background

Batik is one of part Indonesia's typical arts which is lived and grow since centuries, then batik become proof for the cultural nation's heritage Indonesia. There are so many regions in indonesia that produce batik, each region has its characteristic such as Batik Pekalongan and Solo in Central Java and in East Java there are Banyuwangi, Probolinggo, Madura and Malang and other region.

Malang is one of regencies that located in the central part of the province of East Java which also produces batik. Batik Malangan is a batik product from Malang that the development still on the progress to be more known, because its not as popular as in other areas of Java such Batik Solo or Batik Pekalongan. In the other hand, the beauty of *Batik Malangan* is not less good than batik in other regions. Malang has several batik home industries, and each batik home industry has its characteristics, they are Batik Druju, Batik Blimbing, Batik Celaket, and Sengguruh Batik. The writer choose Sengguruh Batik home industry because they still hasn't any promotional media in bilingual booklet to promote their product.

Sengguruh Batik is a batik home industry located on Kepanjen in South Malang. It was established on 2014 at Sengguruh village, Kepanjen Subdistrict in Malang regencies. It was called Sengguruh Batik because the location is taking a place at Sengguruh village and there is another philosophy, namely Sengguruh Batik, from the word "*Seng*" which means "smell" which is intended to bring up the name of the village of Sengguruh itself.

The owner of Sengguruh Batik lead by Mrs. Evi Wahyu Astutik. Sengguruh Batik determined to take part in preserving traditional batik malang through some batik Tulis Malangan training for students, and the surrounding community. This training activity is the effort in the framework of empowering the Sengguruh community to improve community welfare. Sengguruh Batik uses natural colors and synthetic colors for the coloring process. Sengguruh Batik produces various kinds of batik, they are batik *jumpat*, batik *tulis*, batik *cap*, and eco print batik. There are several motifs in Batik Sengguruh such as *topeng malangan*, *selamat*

pagi indonesia, and *kembang srengenge sulur* and natural motifs such as apples, bamboo and flower motifs.

To get more information about Sengguruh Batik, the writer conducted a preliminary study by doing observation, interviews and documentations. The writer observe the production place in making sengguruh batik in sengguruh village at Kepanjen sub district. Then, the writer interview the owners about the promotional media. She mentioned that the promotional media used were Instagram, Facebook, Whatsapp, Email, and website, but Instagram and facebook did not attract many customers optimally because she just had a little bit followers or viewers. However, for the others promotional media such as Whatsapp, and Email its the media for the customer in order to contact the owners relating the product and for the website it is only provide the information also the contact person about sengguruh batik. Therefore, to introduce her product to the society, she contributed to some cultural workshop and event's which is held by the government of Malang. Based on the documentation, the writer checked and took notes of the existing promotional media. As a result, Instagram just had 551 followers with around 20 until 40 likers on each post. Then, on the facebook were just 256 followers and not more than 15 likers for each post. The result of the sale from Sengguruh Batik still not optimal, because of that, the writer trying to develop their sales of product to be optimally and popular with making a booklet in bilingual so the customer or tourist can know their product and also their history.

Based on the fact, the owner's encourage the writer to make a booklet as a promotional media of Sengguruh Batik because it is needed and will help the owner's to promote their product. This booklet can be used as marketing material to introduce the product for the customers, it also gives them detail information about her product, such as the price, kinds of the motif, kinds of batik, and the material fabric used. This booklet is written not only for domestic tourists but also for foreign tourist so the writer will make this booklet bilingually (English and Bahasa Indonesia). The writer hopes, it will help domestic and foreigner tourists to understand the content of the booklet.

1.2 Objective

The objective of this final project is to make a booklet as promotional media for Sengguruh Batik in Kepanjen – Malang

1.3 Significances

Based on the objective above, hopefully this final project can give benefit to the following parties:

a. For the writer

The writer can improve his English skill in writing (writing the content of the final project and draft of the booklet), and his computer skills (editing his booklet)

b. For the owner's of Sengguruh Batik

The product of this final project (booklet) can be promotional media for of Sengguruh Batik since it shows about the product completely.

c. For tourist or prospective customers

The tourist or prospective customers who want to buy the product of Sengguruh Batik can get more information about the product by reading the booklet.

d. For Students of English Study Program

The report and product of this final project can be used as references for students of English Study Program who conduct the similar topics for their final project in the future.